



**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

**JONATHAN E. FREEDMAN**  
Chief Deputy Director

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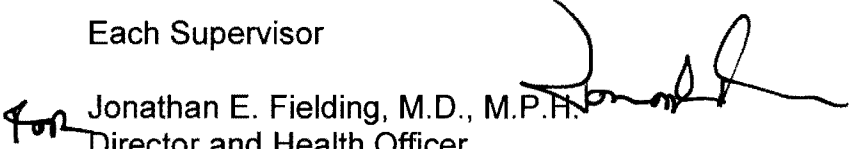
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Fourth District

**Michael D. Antonovich**  
Fifth District

January 27, 2012

TO: Each Supervisor

FROM:  Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

**SUBJECT: NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO  
AMEND AGREEMENT NUMBER PH-001148 WITH RUDER FINN, INC.  
(FORMERLY WITH THE ROGERS GROUP) FOR THE PROVISION OF  
MEDIA COMMUNICATION SERVICES**

This is to notify you that I am exercising the delegated authority approved by your Board on March 2, 2010, to execute amendments to the above-referenced agreement that increase or decrease funding up to 30 percent of each year's maximum obligation, subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

On August 3, 2010, I notified your Board that I was exercising delegated authority to execute the above-referenced agreement at a total maximum obligation of \$500,000, representing a \$50,000 increase to the maximum obligation approved by your Board on March 2, 2010. On February 24, 2011, I notified your Board that I was exercising delegated authority to redirect agreement funds through the consolidation of two separate budgets into a single two-year budget effective March 15, 2011 through March 18, 2012. On July 29, 2011, I notified your Board that I was exercising delegated authority to amend the agreement to assign and delegate the rights and responsibilities under the agreement from The Rogers Group to Ruder Finn, Inc.

Under the delegated authority referenced above, I will amend Agreement Number PH-001148 to add funding in the amount of \$85,000, effective upon execution, increasing the maximum obligation from \$500,000 to \$585,000, for the term of August 9, 2010 through March 18, 2012. These additional funds will enhance services by increasing the number of media campaigns that support policies that counter pro-tobacco influences, encourage a decrease in secondhand smoke exposure, and influence social norms so as to reduce the acceptability of tobacco use. Funding is 100 percent offset by the Centers for Disease Control and Prevention American Recovery and Reinvestment Act of 2009 funds.

Each Supervisor  
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County Counsel has reviewed and approved the amendment as to form. County Counsel and the CEO have reviewed and approved this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF: yl  
DA #02097

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors